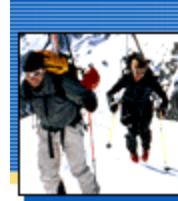




# U.S. Army 2005 MWR Leisure Needs Survey



**Aberdeen Proving Ground  
Maryland**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Aberdeen Proving Ground

## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

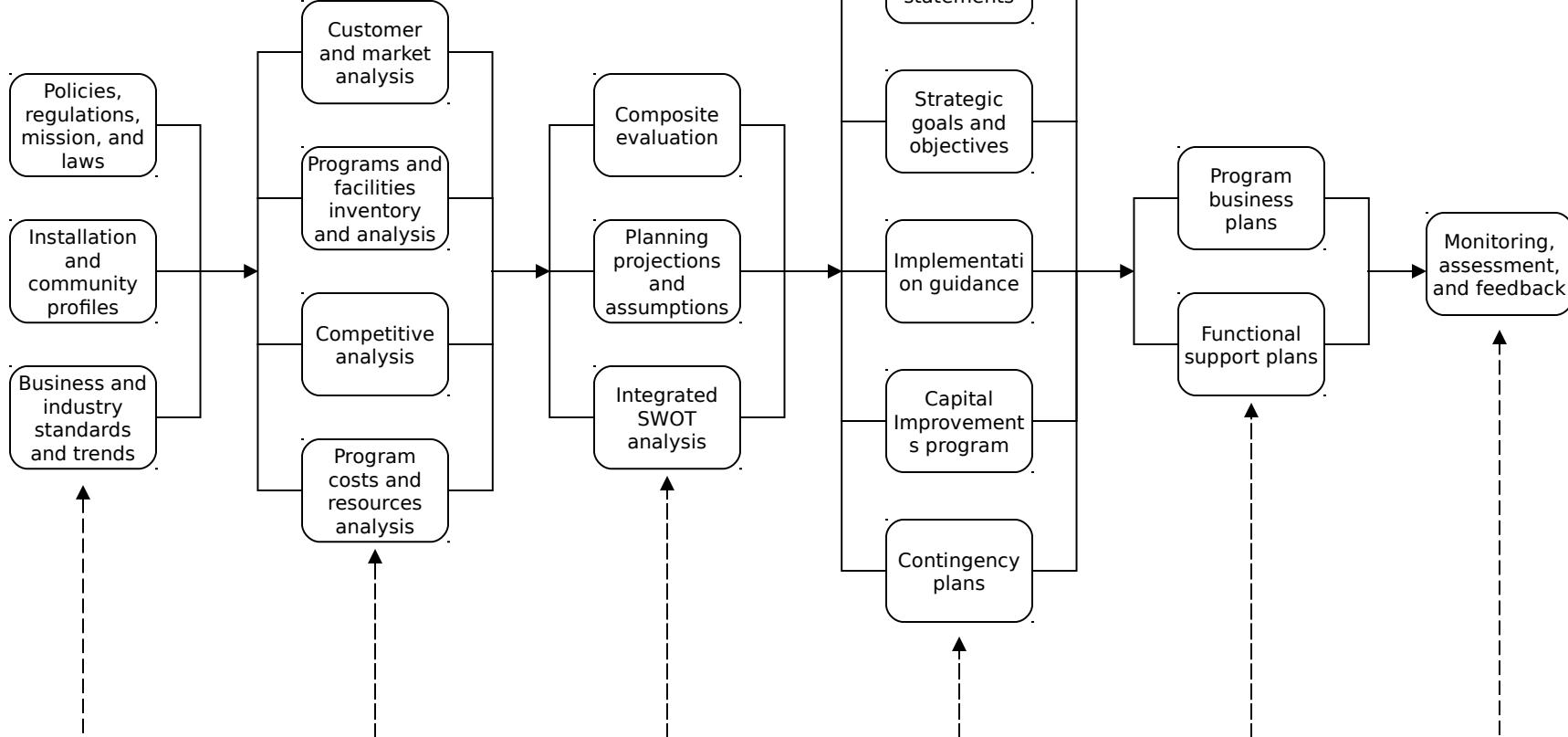
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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# METHODOLOGY

## Aberdeen Proving Ground

### PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 3,613 surveys were distributed at Aberdeen Proving Ground

### SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues



# METHODOLOGY

Aberdeen Proving Ground

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Aberdeen Proving Ground

### I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Aberdeen Proving Ground:					
Active Duty	4,792	500	52	10.40%	±13.52%
Spouses of Active Duty	1,545	1,275	142	11.14%	±7.84%
Civilian Employees	12,424	699	552	78.97%	±4.08%
Retirees	4,092	1,139	178	15.63%	±7.18%
<b>Total</b>	<b>22,853</b>	<b>3,613</b>	<b>924</b>	<b>25.57%</b>	<b>±3.16%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

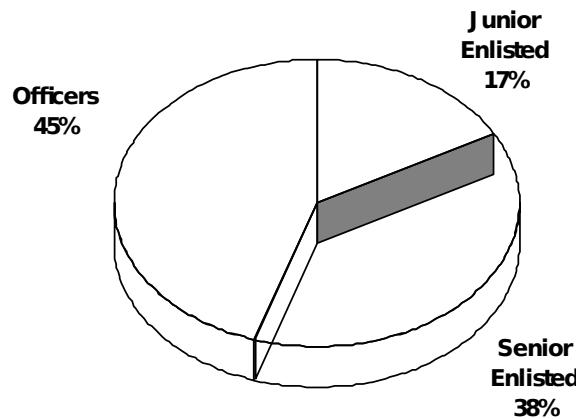
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

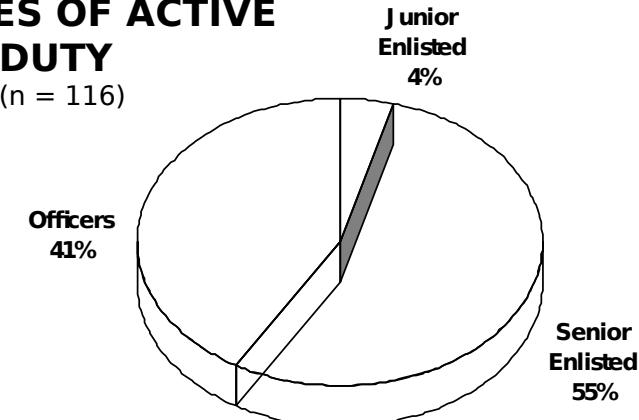
### ACTIVE DUTY

(n = 47)



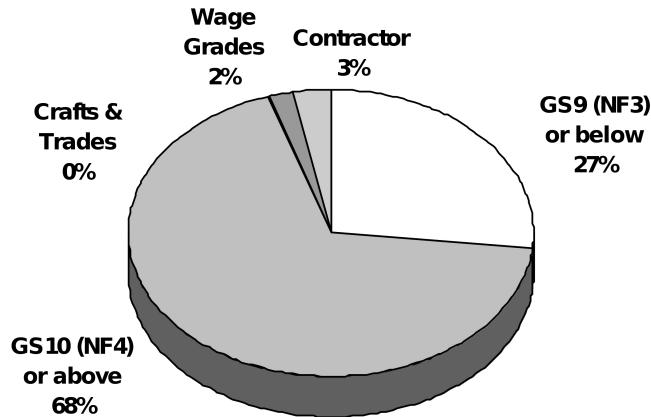
### SPOUSES OF ACTIVE DUTY

(n = 116)



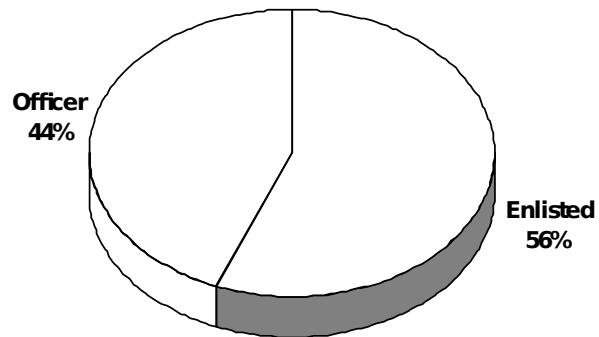
### CIVILIANS

(n = 544)



### RETIREES

(n = 145)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Aberdeen Proving Ground

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT ABERDEEN PROVING GROUND

## Aberdeen Proving Ground

### MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	43%
Post Picnic Area	39%
ITR – Commercial Travel Agency	29%
Bowling Food & Beverage	29%
Bowling Center	25%

### LEAST FREQUENTLY USED FACILITIES

BOSS	3%
Marinas	4%
School Age Services	4%
Bowling Pro Shop	6%
Child Development Center	7%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT ABERDEEN PROVING GROUND\*

Aberdeen Proving Ground

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

School Age Services	4.32
Post Picnic Area	4.29
ITR – Commercial Travel Agency	4.28
Outdoor Recreation Center	4.24
Recreation/Community Activity Ctr.	
	4.20

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Multipurpose Sports/Tennis Courts	3.57
BOSS	3.65
Athletic Fields	3.68
Library	3.84
Bowling Pro Shop	3.89

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT ABERDEEN PROVING GROUND\*

Aberdeen Proving Ground

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

School Age Services	4.23
Child Development Center	4.09
ITR - Commercial Travel Agency	4.08
Arts & Crafts Center	4.07
Youth Center	4.06

## FACILITIES WITH LOWEST QUALITY RATINGS\*

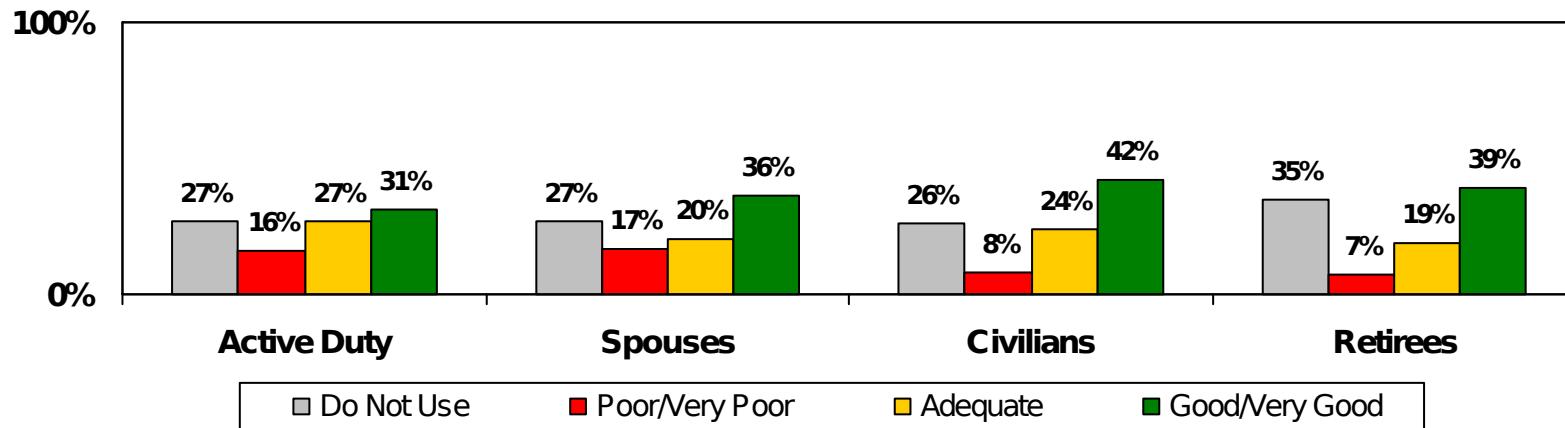
Multipurpose Sports/Tennis Courts	3.29
Athletic Fields	3.56
Library	3.63
Bowling Pro Shop	3.78
Marinas	3.80

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

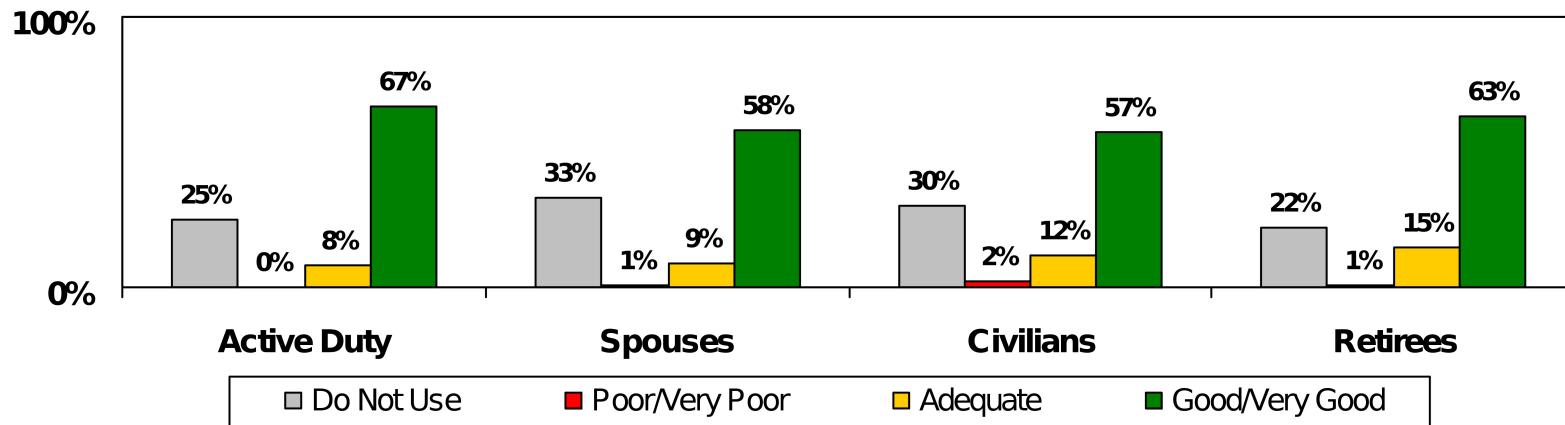
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Aberdeen Proving Ground

## Quality of On-Post Services



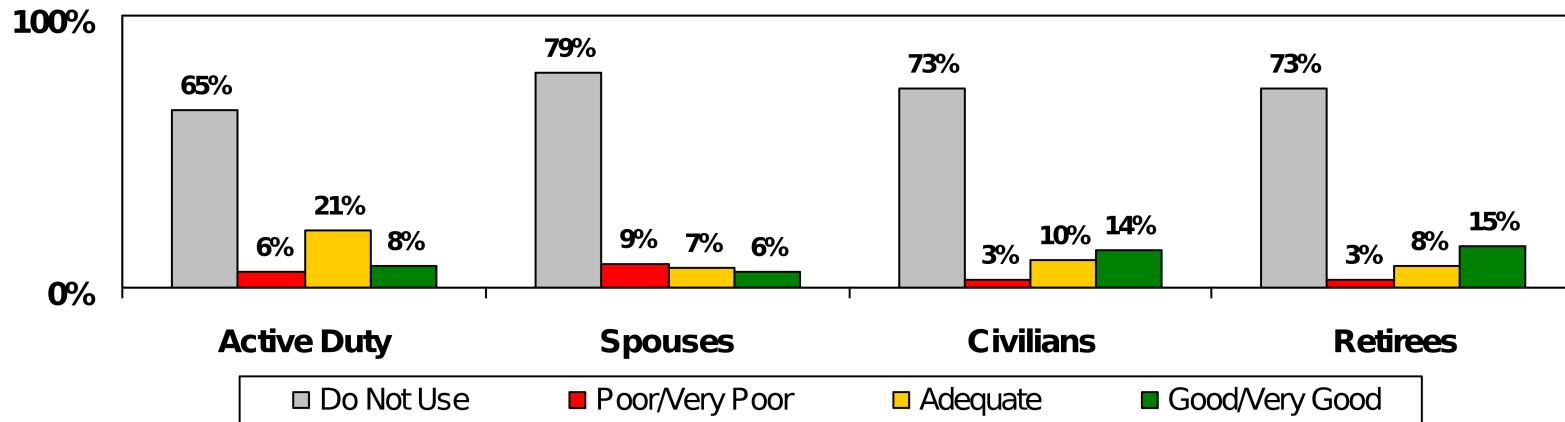
## Quality of Off-Post Services



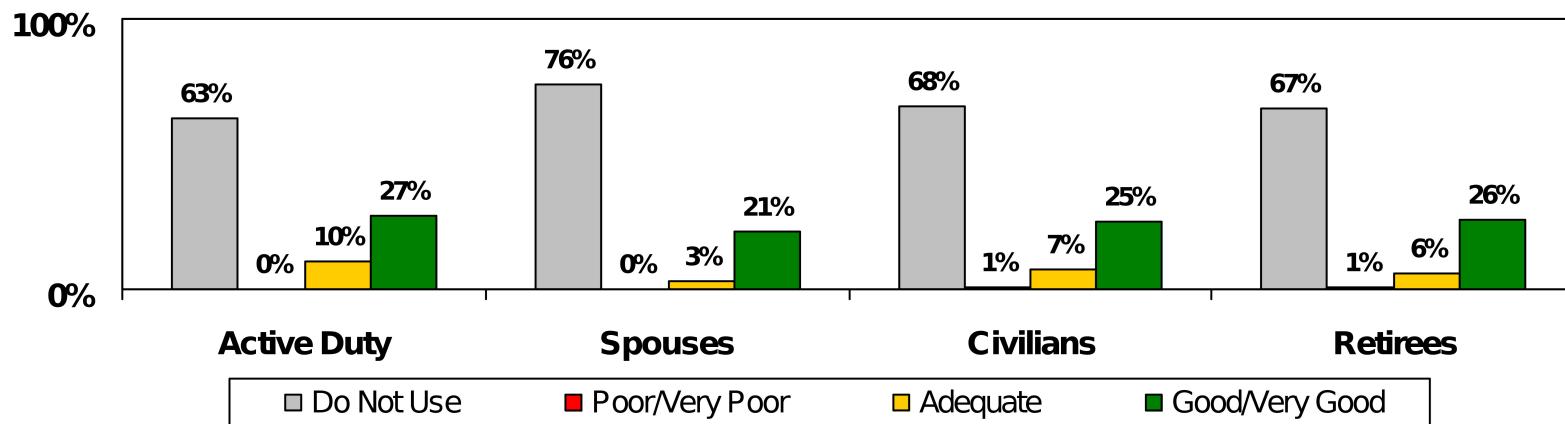
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Aberdeen Proving Ground

## Quality of On-Post Services



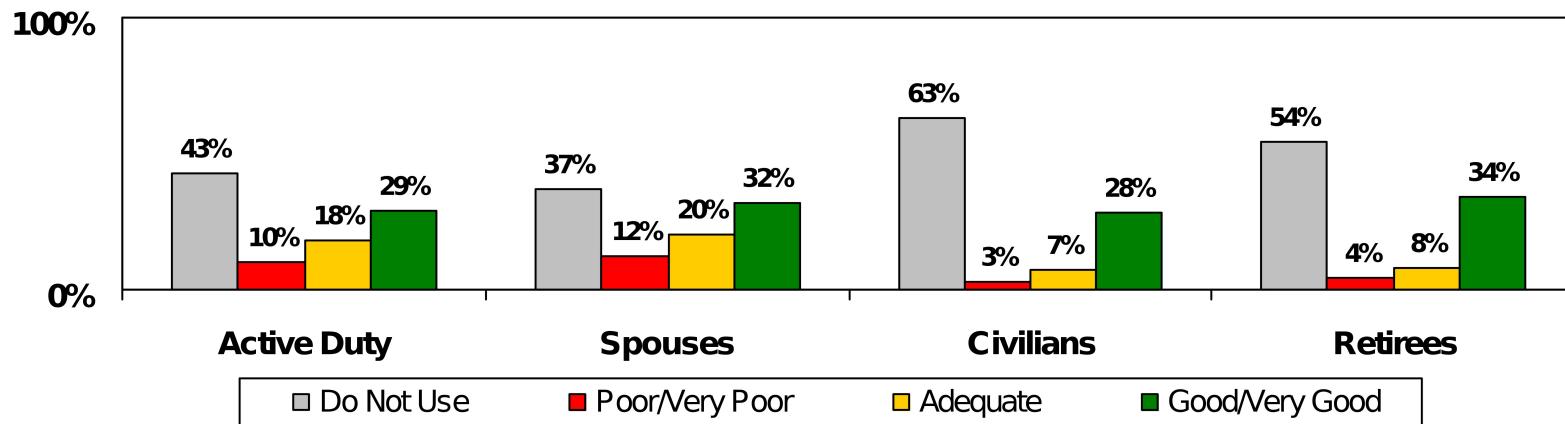
## Quality of Off-Post Services



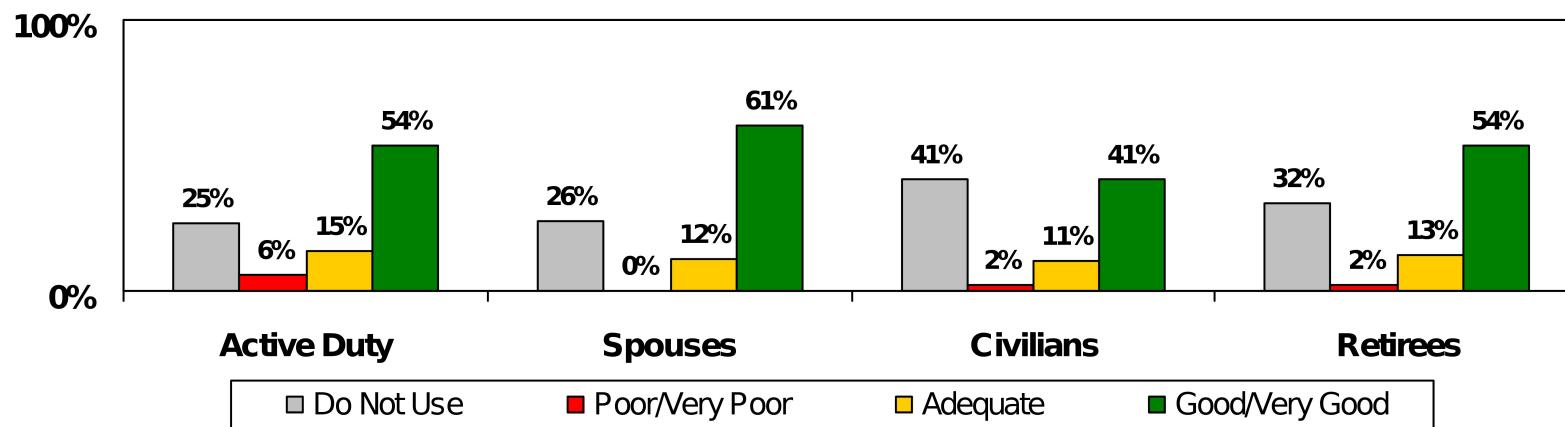
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Aberdeen Proving Ground

## Quality of On-Post Services

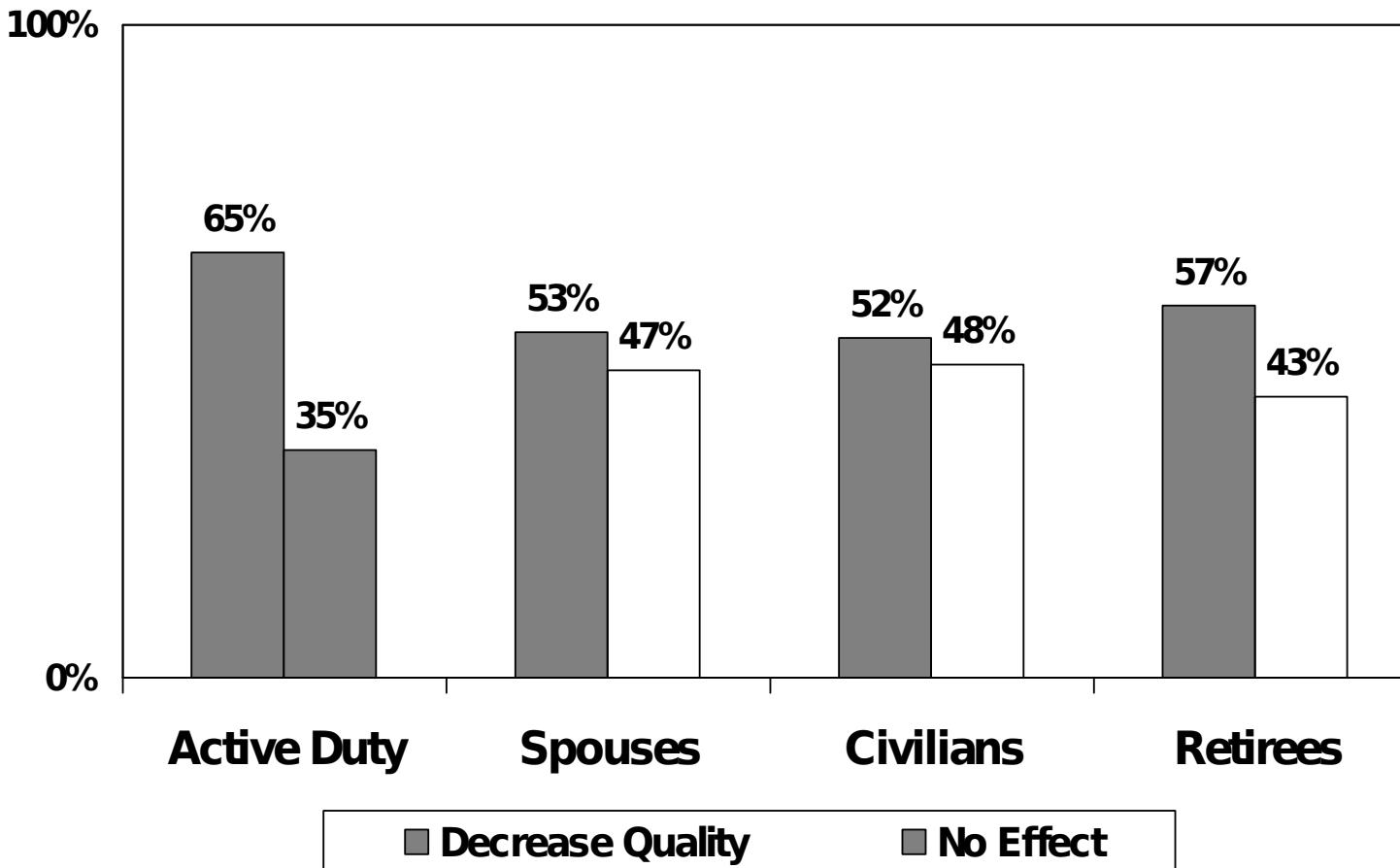


## Quality of Off-Post Services



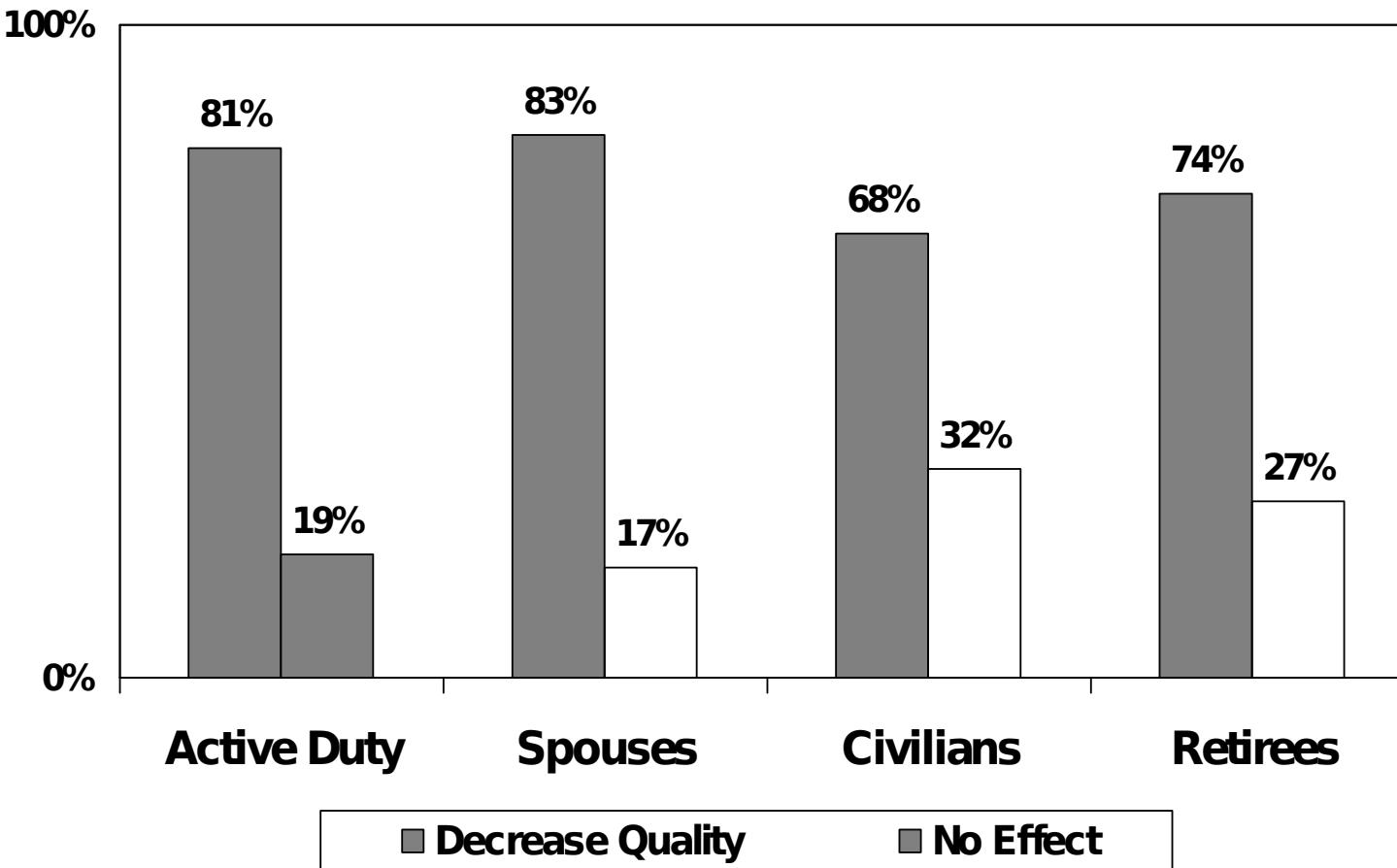
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Aberdeen Proving Ground



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Aberdeen Proving Ground



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Aberdeen Proving Ground

## Top 7 Activities/Programs

Fitness Center/Gymnasium	77%
Army Lodging	62%
Child Development Center	57%
Youth Center	51%
Library	48%
Swimming Pool	45%
ITR Office	38%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	74%
Car Wash	58%
Bowling Pro Shop	53%
Cabins & Campgrounds	52%
Golf Course Pro Shop	51%
Golf Course Food & Beverage	43%
Arts & Crafts Center	35%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Aberdeen Proving Ground

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	24%	23%	25%	16%	23%
E-mail	<b>51%</b>	<b>29%</b>	<b>67%</b>	14%	<b>52%</b>
Friends and neighbors	31%	<b>39%</b>	21%	18%	23%
Family Readiness Groups (FRGs)	0%	6%	1%	3%	1%
Bulletin boards on post	<b>37%</b>	24%	31%	20%	30%
Post newspaper	35%	<b>55%</b>	<b>40%</b>	<b>49%</b>	<b>41%</b>
MWR publications	29%	19%	34%	<b>27%</b>	31%
Radio	4%	3%	4%	6%	4%
Television	0%	14%	2%	3%	2%
My child(ren) let(s) me know	2%	9%	1%	1%	2%
Other unit members or co-workers	24%	15%	21%	8%	19%
Unit or post commander or supervisor	12%	6%	3%	1%	5%
Marquees/billboards	14%	10%	6%	10%	9%
Flyers	<b>45%</b>	22%	<b>42%</b>	<b>32%</b>	<b>40%</b>
Other	12%	10%	7%	14%	9%
I never hear anything	4%	9%	2%	16%	5%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Aberdeen Proving Ground

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	79%	83%
Better Opportunities for Single Soldiers	67%	N/A
Army Community Service	57%	54%
MWR Programs and Services	81%	79%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Aberdeen Proving Ground

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	57%	70%	30%
Outreach programs	53%	80%	20%
Family Readiness Groups	69%	73%	27%
Relocation Readiness Program	69%	73%	27%
Family Advocacy Program	63%	75%	25%
Crisis intervention	53%	75%	25%
Money management classes, budgeting assistance	73%	80%	20%
Financial counseling, including tax assistance	76%	100%	0%
Consumer information	41%	80%	20%
Employment Readiness Program	47%	71%	29%
Foster child care	22%	50%	50%
Exceptional Family Member Program	61%	90%	10%
Army Family Team Building	53%	60%	40%
Army Family Action Plan	47%	60%	40%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Aberdeen Proving Ground

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	51%	92%	8%
Outreach programs	40%	79%	21%
Family Readiness Groups	60%	88%	12%
Relocation Readiness Program	74%	93%	7%
Family Advocacy Program	63%	76%	24%
Crisis intervention	40%	63%	37%
Money management classes, budgeting assistance	52%	80%	20%
Financial counseling, including tax assistance	61%	90%	10%
Consumer information	29%	70%	30%
Employment Readiness Program	53%	63%	37%
Foster child care	20%	57%	43%
Exceptional Family Member Program	73%	70%	30%
Army Family Team Building	44%	82%	18%
Army Family Action Plan	35%	75%	25%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Aberdeen Proving Ground

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	50%	40%
Personal job performance/readiness	45%	43%
Unit cohesion and teamwork	39%	41%
Unit readiness	45%	42%
Relationship with my spouse	25%	32%
Relationship with my children	25%	41%
My family's adjustment to Army life	39%	45%
Family preparedness for deployments	54%	40%
Ability to manage my finances	27%	25%
Feeling that I am part of the military community	49%	49%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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<b>POSITIVE* CYS IMPACTS</b>	<b>ACTIVE DUTY</b>	<b>SPOUSES OF ACTIVE DUTY</b>
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	83%	80%
Helps minimize lost duty/work time due to lack of child care/youth services	86%	78%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	62%	61%
Allows me to work outside my home	64%	88%
Allows me to work at home	50%	58%
Offers me an employment opportunity within the CYS program	0%	44%
Allows me/my spouse to better concentrate on my/our job(s)	73%	74%
Provides positive growth and development opportunities for my children	85%	82%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	67%
Personal job performance/readiness	67%
Unit cohesion and teamwork	67%
Unit readiness	67%
Ability to manage my finances	67%
Feeling that I am part of the military community	67%
Relationship with my children (single parents)	67%
My family's adjustment to Army life (single parents)	67%
Family preparedness for deployments (single parents)	67%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Aberdeen Proving Ground

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	69%
Entertaining guests at home	61%
Internet access/applications (home)	60%
Going to movie theaters	59%
Special family events	43%
Attending sports events	42%
Walking	42%
Gardening	39%
Going to beaches/lakes	39%
Festivals/events	38%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	72%
Going to movie theaters	66%
Internet access/applications (home)	60%
Watching TV, videotapes, and DVDs	58%
Special family events	51%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	76%
Entertaining guests at home	58%
Going to movie theaters	58%
Internet access/applications (home)	56%
Plays/shows/concerts	45%

## Top 5 for Active Duty

Internet access/applications (home)	75%
Entertaining guests at home	70%
Going to movie theaters	67%
Watching TV, videotapes, and DVDs	61%
Cardiovascular equipment	44%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	71%
Internet access/applications (home)	59%
Walking	52%
Entertaining guests at home	52%
Going to movie theaters	48%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Aberdeen Proving Ground

## Team Sports

Basketball	13%
Softball	8%
Soccer	7%
Self-directed sports tournaments	6%
Volleyball	6%

## Sports and Fitness

Walking	42%
Cardiovascular equipment	35%
Weight/strength training	29%
Bowling	23%
Running/jogging	21%

## Outdoor Recreation

Going to beaches/lakes	39%
Picnicking	35%
Camping/hiking/backpacking	24%
Bicycle riding/mountain biking	22%
Fishing	18%

## Entertainment

Watching TV, videotapes, and DVDs	69%
Going to movie theaters	59%
Attending sports events	42%
Festivals/events	38%
Plays/shows/concerts	36%

## Social

Entertaining guests at home	61%
Special family events	43%
Happy hour/social hour	30%
Dancing	29%
Night clubs/lounges	26%

## Special Interests

Internet access/applications (home)	60%
Gardening	39%
Digital photography	30%
Computer games	27%
Automotive detailing/washing	26%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Aberdeen Proving Ground

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	20%	N/A	20%
Walking	19%	23%	42%
Cardiovascular equipment	19%	17%	35%
Internet access (library)	18%	N/A	18%
Reference/research services	16%	N/A	16%
Weight/strength training	15%	14%	29%
Picnicking	15%	21%	35%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

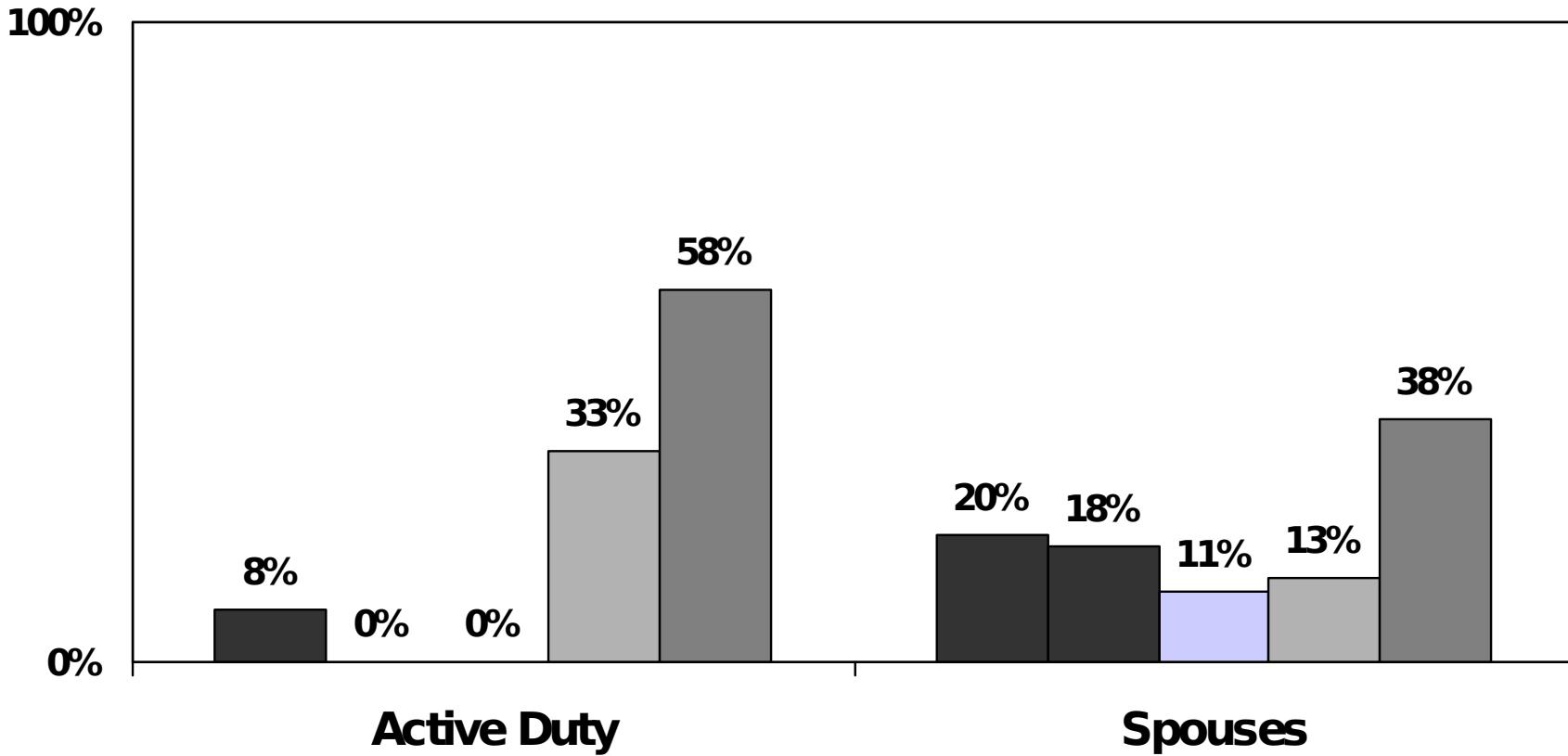
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	3%	50%	60%
Gardening	1%	1%	37%	39%
Digital photography	1%	7%	22%	30%
Computer games	1%	2%	24%	27%
Automotive detailing/washing	1%	9%	16%	26%
Automotive maintenance & repair	7%	5%	12%	24%
Trips/touring	2%	16%	0%	18%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Aberdeen Proving Ground

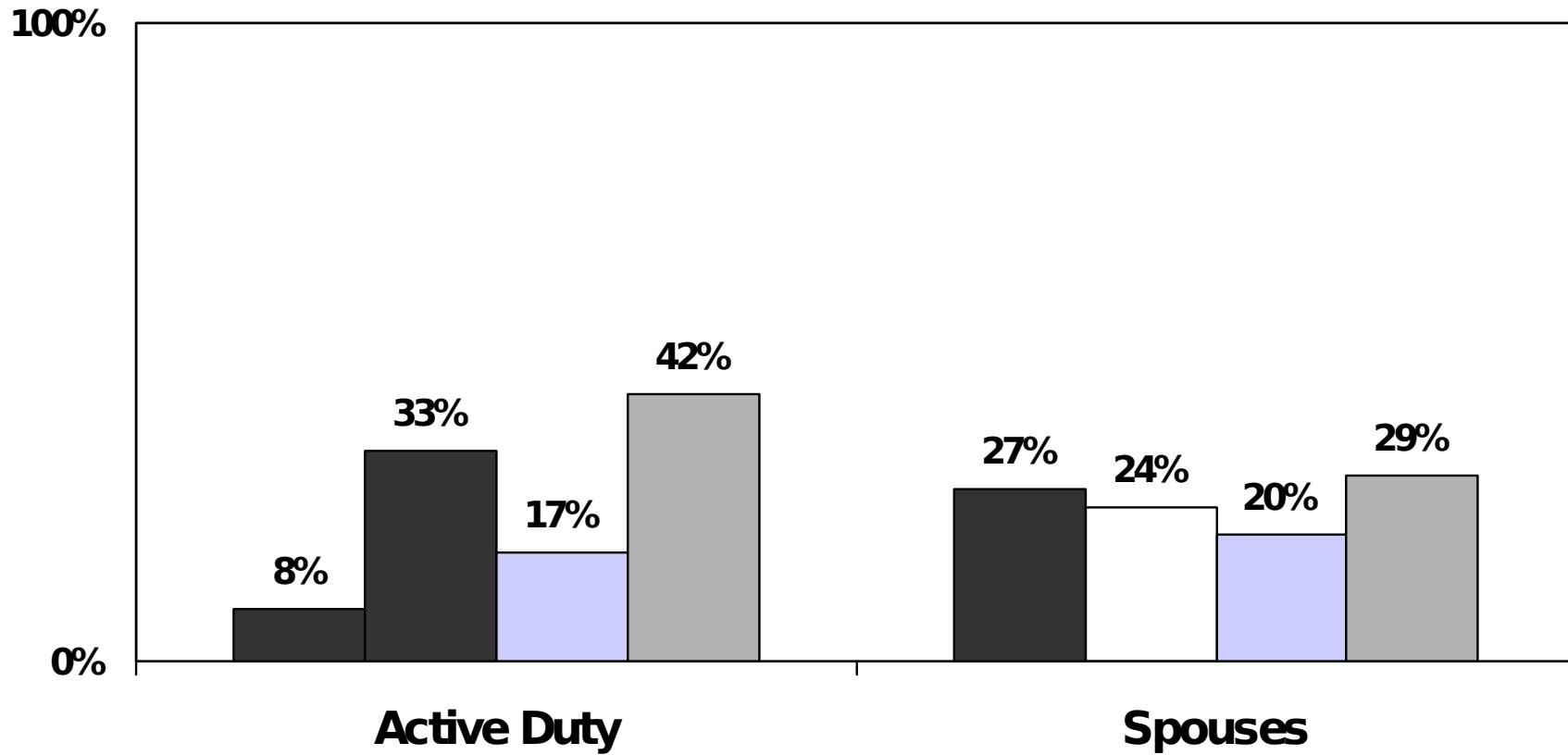


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

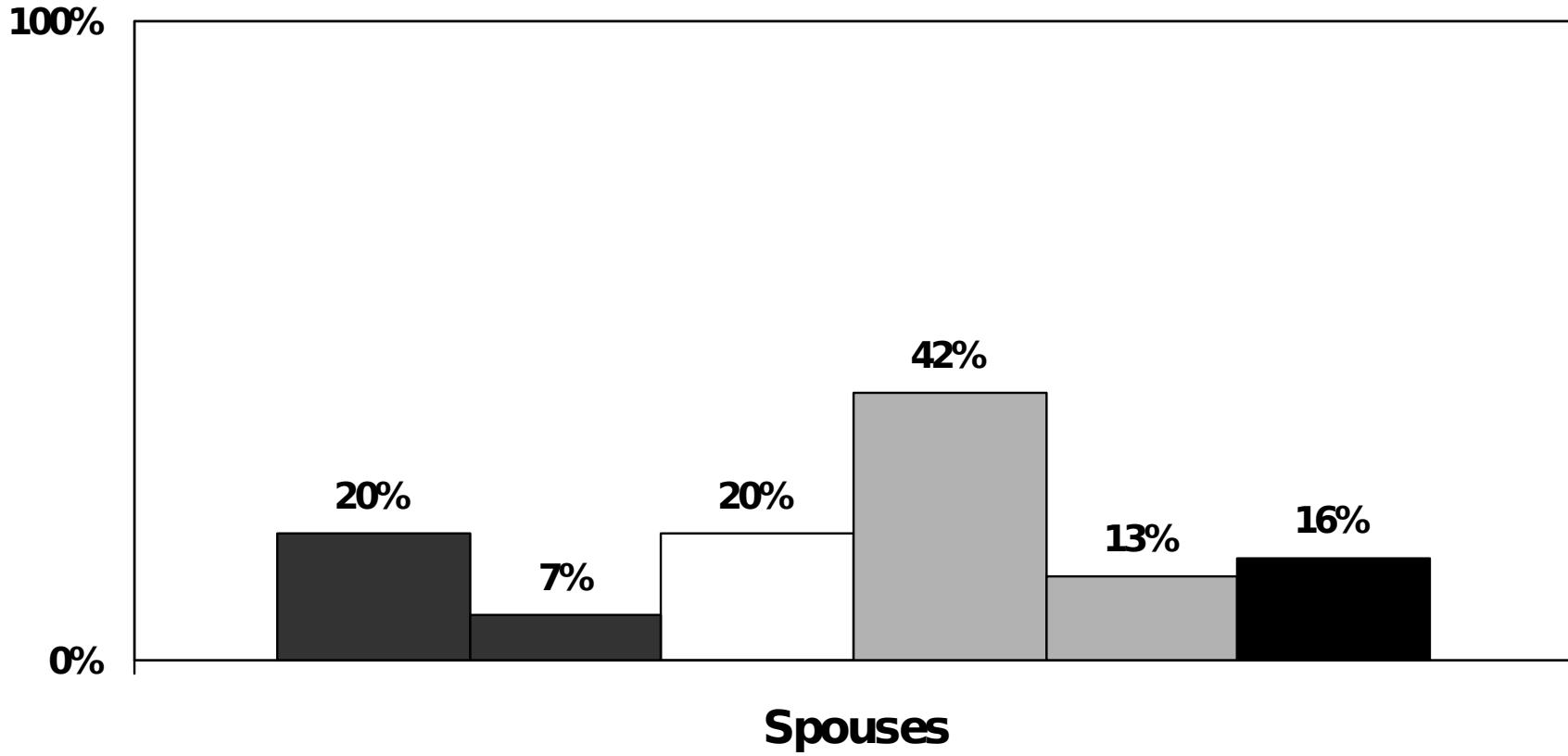
Aberdeen Proving Ground



■ Did Not Use ■ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Aberdeen Proving Ground



■ Did Not Use ■ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Aberdeen Proving Ground

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	9%
Probably will not make military a career	7%
Undecided	11%
Probably will make military a career	13%
Definitely will make military a career	61%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	9%
Not Sure	13%
Yes	78%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)